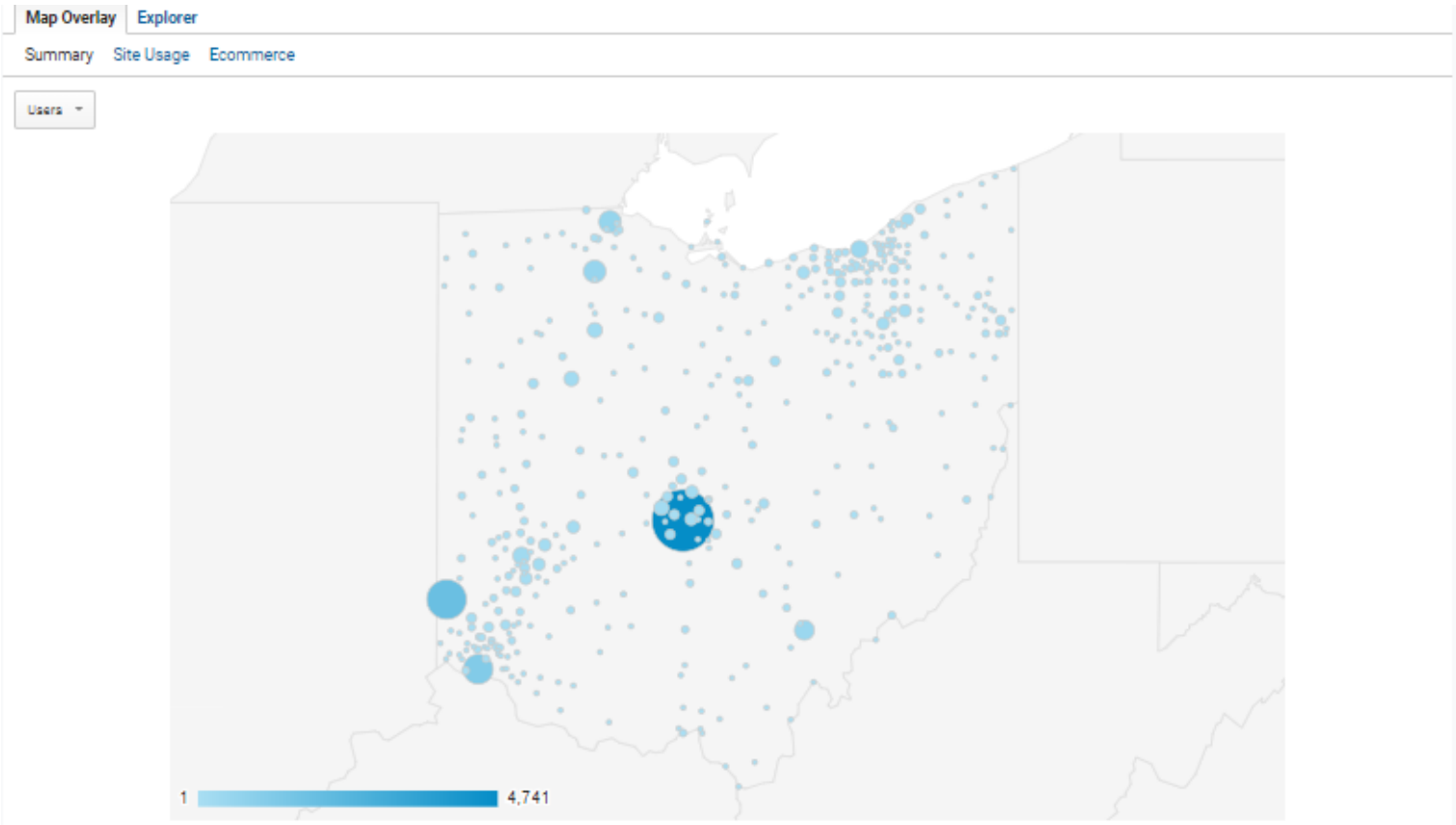
Usage statistics – October 1-December 31 – Q4/2019

Transferology

Overall
96,411 Users – 38,757 returning, 57,654 new users
195,415 Sessions, 1,921,009 Page views
Pages per session – 9.83
Average duration – 8:32

Ohio
12,753 new users
37,482 Sessions
Pages per session – 10.25
Average duration – 8:40



Primary Dimension: City | Metro | Other

Secondary dimension | advanced

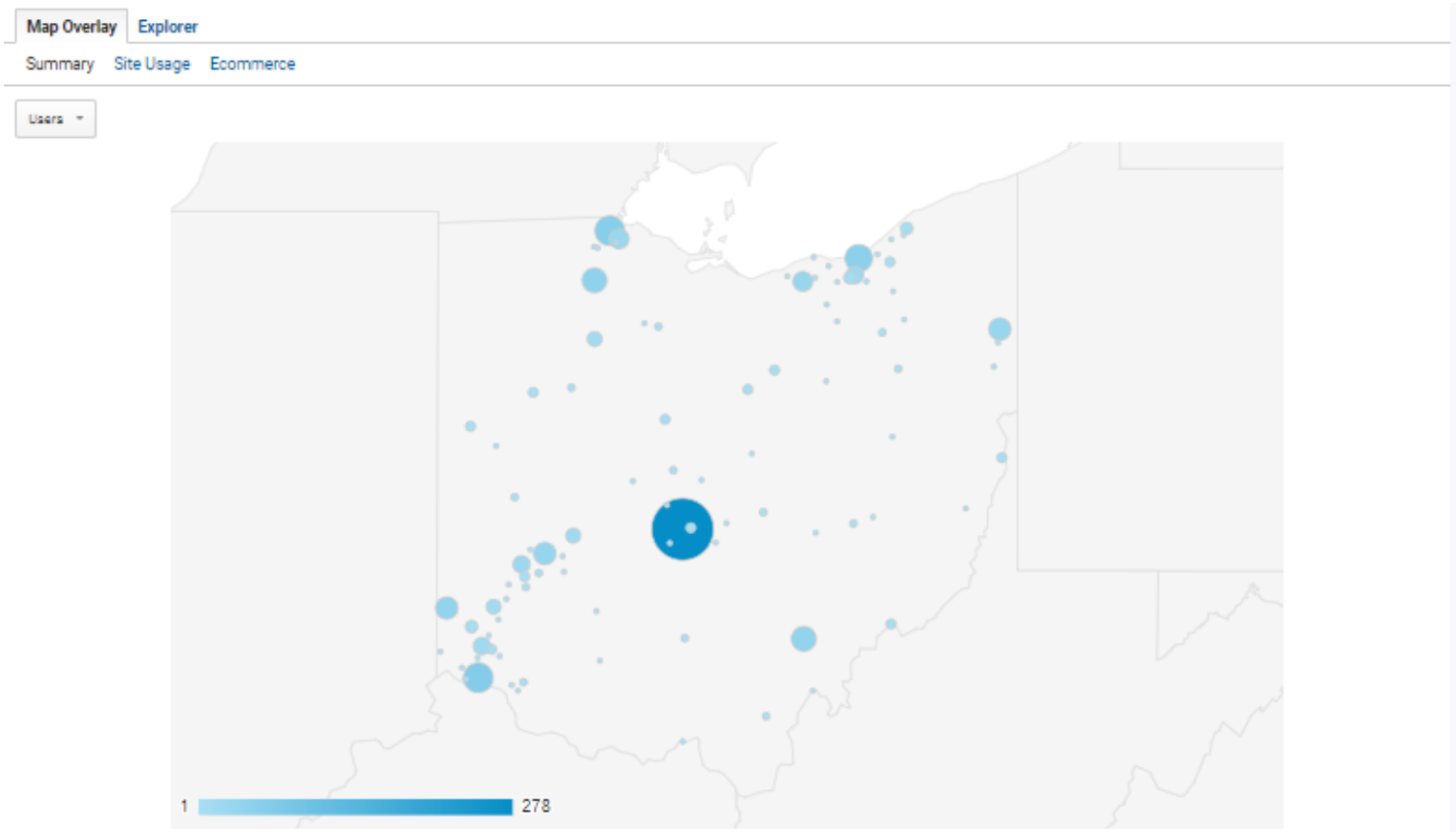
City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18,189 % of Total: 18.87% (96,411)	12,753 % of Total: 17.84% (71,477)	37,482 % of Total: 19.18% (195,415)	2.06% Avg for View: 2.54% (-18.96%)	10.25 Avg for View: 9.83 (4.25%)	00:08:40 Avg for View: 00:08:32 (1.61%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Columbus	4,741 (23.10%)	3,122 (24.48%)	8,638 (23.05%)	1.74%	10.09	00:07:42	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Oxford	1,845 (8.99%)	1,114 (8.74%)	3,691 (9.85%)	2.52%	10.30	00:07:01	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Cincinnati	1,152 (5.61%)	701 (5.50%)	1,834 (4.89%)	2.62%	9.44	00:07:39	0.00%	0 (0.00%)	$0.00 (0.00%)
4. (not set)	674 (3.28%)	427 (3.35%)	1,137 (3.03%)	1.50%	10.12	00:09:47	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Toledo	605 (2.95%)	402 (3.15%)	1,140 (3.04%)	1.75%	10.61	00:08:26	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Bowling Green	561 (2.73%)	364 (2.85%)	1,081 (2.88%)	1.85%	10.54	00:08:48	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Athens	446 (2.17%)	314 (2.46%)	906 (2.42%)	1.77%	10.22	00:08:17	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Cleveland	398 (1.94%)	263 (2.06%)	738 (1.97%)	2.03%	10.34	00:08:52	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Dayton	301 (1.47%)	163 (1.28%)	522 (1.39%)	2.11%	9.98	00:08:57	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Findlay	250 (1.22%)	150 (1.18%)	564 (1.50%)	1.95%	9.45	00:08:06	0.00%	0 (0.00%)	$0.00 (0.00%)

Usage statistics – October 1-December 31 – Q4/2019

Transferology Lab

Overall
3,652 Users – 2,995 returning, 657 new
48,811 Sessions, 264,480 Page views
Pages per session – 5.42
Average duration – 4:16

Ohio
125 new users
11,918 Sessions
Pages per session – 5.26
Average duration – 4:08



Primary Dimension: City | Metro | Other

Secondary dimension | advanced

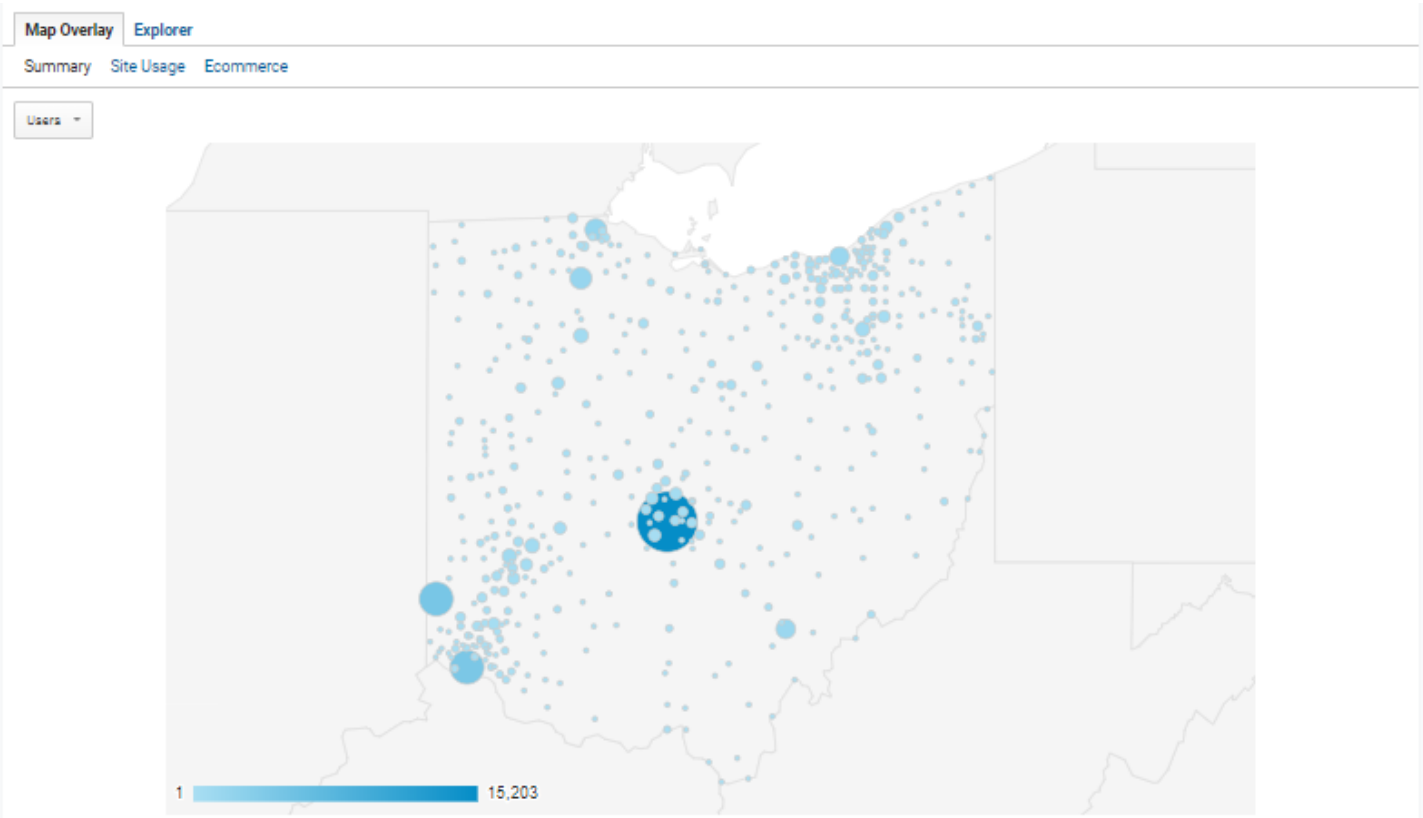
City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	886 % of Total: 24.26% (3,652)	138 % of Total: 19.03% (725)	11,918 % of Total: 24.42% (48,811)	1.85% Avg for View: 2.74% (-32.51%)	5.26 Avg for View: 5.42 (-2.96%)	00:04:08 Avg for View: 00:04:16 (-3.12%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Columbus	278 (26.89%)	20 (14.49%)	4,116 (34.54%)	1.12%	4.52	00:03:02	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Cincinnati	64 (6.19%)	15 (10.87%)	463 (3.88%)	0.00%	7.27	00:07:28	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Toledo	60 (5.80%)	5 (3.62%)	1,017 (8.53%)	1.67%	5.35	00:04:02	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Cleveland	51 (4.93%)	5 (3.62%)	337 (2.83%)	1.48%	4.23	00:01:50	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Bowling Green	46 (4.45%)	9 (6.52%)	466 (3.91%)	3.43%	4.45	00:02:49	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Athens	41 (3.97%)	8 (5.80%)	435 (3.65%)	2.99%	4.78	00:03:08	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Oxford	39 (3.77%)	2 (1.45%)	750 (6.29%)	0.40%	4.58	00:02:17	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Fairborn	34 (3.29%)	4 (2.90%)	769 (6.45%)	2.99%	4.57	00:02:44	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Youngstown	32 (3.09%)	5 (3.62%)	311 (2.61%)	5.14%	4.38	00:02:44	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Elyria	31 (3.00%)	4 (2.90%)	193 (1.62%)	0.52%	4.80	00:02:39	0.00%	0 (0.00%)	$0.00 (0.00%)

Usage statistics – January 1-December 31 – YTD 2019

Transferology

Overall
355,116 Users – 107,245 returning, 247,871 new
833,012 Sessions, 7,633,228 Page views
Pages per session – 9.16
Average duration – 8:00

Ohio
48,532 new users
149,079 Sessions
Pages per session – 9.94
Average duration – 8:35



Primary Dimension: City | Metro | Other

Secondary dimension | advanced

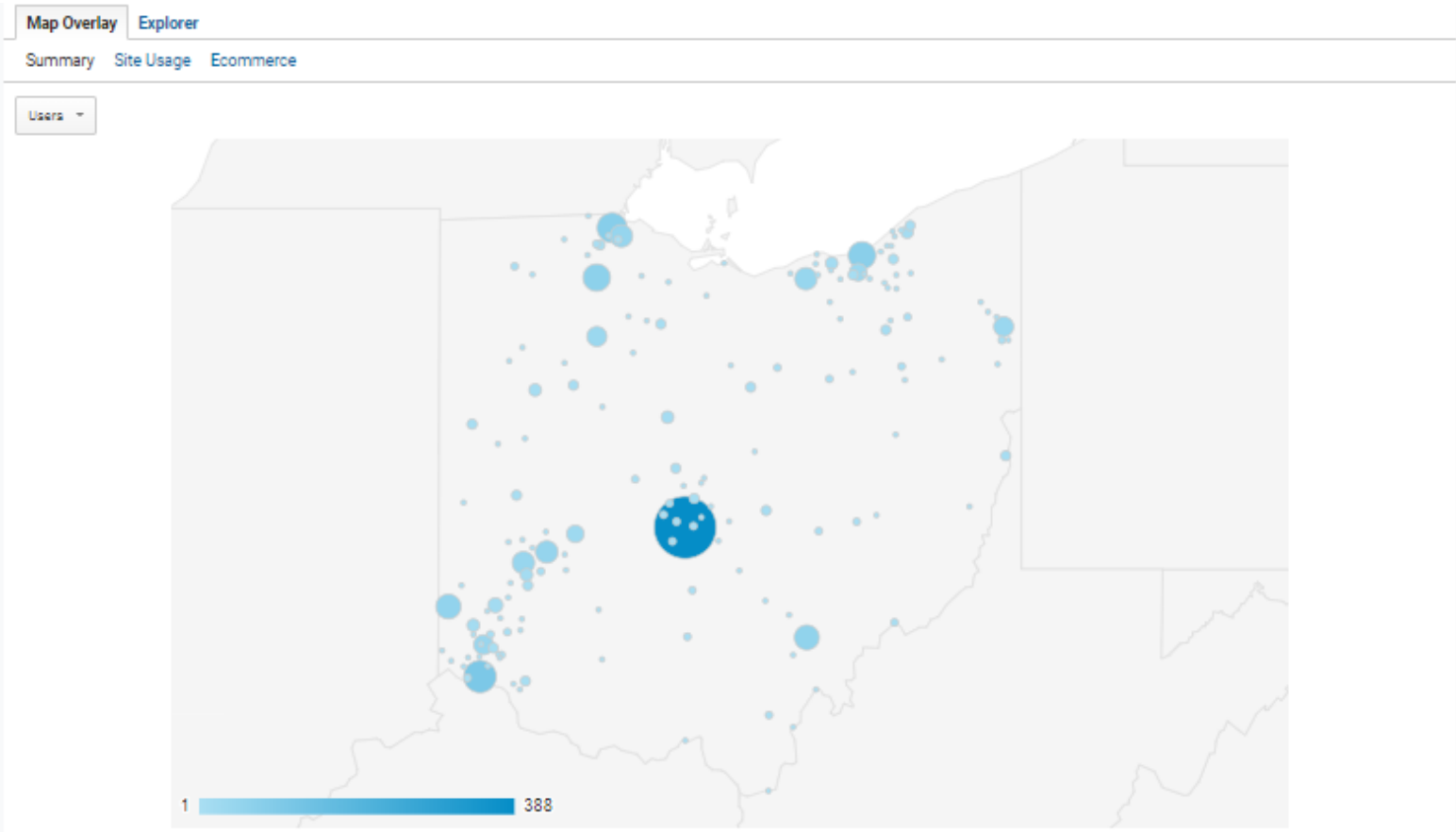
City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	55,316 % of Total: 15.58% (355,116)	48,532 % of Total: 14.65% (331,196)	149,079 % of Total: 17.90% (833,012)	1.84% Avg for View: 8.44% (-78.23%)	9.94 Avg for View: 9.16 (8.52%)	00:08:35 Avg for View: 00:08:00 (7.19%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Columbus	15,203 (22.54%)	11,782 (24.28%)	35,426 (23.76%)	1.75%	9.82	00:07:51	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Oxford	4,574 (6.78%)	3,456 (7.12%)	12,645 (8.48%)	1.81%	10.03	00:07:13	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Cincinnati	4,368 (6.48%)	3,081 (6.35%)	8,065 (5.41%)	2.39%	8.94	00:07:26	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Toledo	1,893 (2.81%)	1,423 (2.93%)	4,844 (3.25%)	1.82%	10.39	00:08:43	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Bowling Green	1,794 (2.66%)	1,365 (2.81%)	4,986 (3.34%)	1.20%	9.92	00:08:17	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Cleveland	1,472 (2.18%)	996 (2.05%)	2,806 (1.88%)	1.71%	9.77	00:08:33	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Athens	1,423 (2.11%)	1,117 (2.30%)	3,471 (2.33%)	1.38%	9.60	00:07:43	0.00%	0 (0.00%)	$0.00 (0.00%)
8. (not set)	1,417 (2.10%)	937 (1.93%)	2,499 (1.68%)	1.88%	10.07	00:09:41	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Dayton	906 (1.34%)	632 (1.30%)	1,781 (1.19%)	1.80%	10.10	00:09:21	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Fairborn	747 (1.11%)	491 (1.01%)	1,784 (1.20%)	1.46%	9.88	00:08:24	0.00%	0 (0.00%)	$0.00 (0.00%)

Usage statistics – January 1-December 31 – YTD 2019

Transferology Lab

Overall
5,523 Users – 3,513 returning, 2,010 new
203,405 Sessions, 969,176 Page views
Pages per session – 4.76
Average duration – 3:29

Ohio
395 new users
52,092 Sessions
Pages per session – 4.59
Average duration – 3:24



Primary Dimension: City | Metro | Other

Secondary dimension | advanced

City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,289 % of Total: 23.34% (5,523)	538 % of Total: 19.63% (2,741)	52,092 % of Total: 25.61% (203,405)	2.95% Avg for View: 3.28% (-10.21%)	4.59 Avg for View: 4.76 (-3.74%)	00:03:24 Avg for View: 00:03:29 (-2.58%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Columbus	388 (22.74%)	117 (21.75%)	18,597 (35.70%)	3.08%	3.90	00:02:22	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Cincinnati	108 (6.33%)	36 (6.69%)	2,132 (4.09%)	0.14%	6.50	00:06:30	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Toledo	83 (4.87%)	21 (3.90%)	4,711 (9.04%)	5.39%	4.40	00:03:15	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Cleveland	76 (4.45%)	22 (4.09%)	1,502 (2.88%)	2.06%	4.02	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Bowling Green	69 (4.04%)	24 (4.46%)	2,098 (4.03%)	5.05%	3.93	00:02:05	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Athens	59 (3.46%)	22 (4.09%)	1,690 (3.24%)	5.56%	4.03	00:02:28	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Oxford	58 (3.40%)	16 (2.97%)	2,707 (5.20%)	1.00%	4.32	00:02:33	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Fairborn	51 (2.99%)	19 (3.53%)	3,453 (6.63%)	0.81%	4.02	00:02:15	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Northwood	47 (2.75%)	13 (2.42%)	1,882 (3.61%)	3.61%	3.96	00:02:43	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Elyria	45 (2.64%)	15 (2.79%)	792 (1.52%)	1.26%	4.02	00:01:36	0.00%	0 (0.00%)	$0.00 (0.00%)

School	Equiv Type	# Senders	# Equivalencies	Most recent EQ update	Last Lab Login	
Belmont College	Import	61	2092	2/8/2019	1/13/2020	
Bowling Green State University-Main Campus	uAchieve	271	56436	1/14/2020	1/14/2020	
Central Ohio Technical College	TES	1400	20980	1/14/2020	1/13/2020	
Central State University	Import	340	3090	1/14/2020	11/26/2019	
Cincinnati State Technical And Community College	Import	59	19527	12/16/2015	4/17/2018	Submitted import file 10/21/2019
Clark State Community College	TES	74	4519	1/14/2020	1/14/2020	
Cleveland State University	TES	1519	25059	1/14/2020	12/4/2019	
Columbus State Community College	uAchieve	1234	124617	1/15/2020	1/14/2020	
Cuyahoga Community College District	TES	52	55771	1/14/2020	1/14/2020	
Eastern Gateway Community College	Import	265	4328	10/29/2014	1/14/2020	
Edison State Community College	Import	154	10025	8/15/2019	1/10/2020	
James A. Rhodes State College	DARwin	490	5508	1/15/2020	1/14/2020	
Kent State University	Import	2471	261206	11/26/2019	1/2/2020	
Lakeland Community College	TES	19	2272	1/14/2020	1/14/2020	
Lorain County Community College	Import	27	8487	12/30/2019	1/14/2020	
Marion Technical College	TES	500	6127	1/14/2020	1/10/2020	
Miami University	DARwin	2657	236987	1/14/2020	1/14/2020	
North Central State College	TES	95	2319	12/22/2019	10/6/2017	
Northwest State Community College	Import	140	3567	3/26/2019	1/9/2020	
Ohio University	uAchieve	104	47965	1/14/2020	1/14/2020	
Owens Community College	Import	416	17812	1/14/2020	1/14/2020	
Rio Grande Community College	TES	490	5443	1/14/2020	1/14/2020	
Shawnee State University	Import	1311	27004	1/14/2020	11/4/2019	
Sinclair Community College	Import	861	8306	10/10/2019	1/14/2020	
Southern State Community College	TES	13	466	12/4/2014	12/2/2019	
Stark State College	Import	42	9805	1/13/2020	1/14/2020	
Terra State Community College	Import	35	37434	3/26/2019	9/30/2019	
The Ohio State University	uAchieve	1502	70515	1/14/2020	1/14/2020	
University Of Akron Main Campus	PS	1280	48611	1/11/2020	1/6/2020	
University Of Cincinnati	Import	2833	435098	1/14/2020	1/14/2020	
University Of Toledo	uAchieve	1844	165812	1/15/2020	1/14/2020	
Washington State Community College	Import	550	23786	4/18/2019	1/3/2020	
Wright State University	uAchieve	2152	42905	1/15/2020	1/14/2020	
Youngstown State University	uAchieve	1574	89516	1/9/2020	1/14/2020	
Zane State College	Import	418	4455	4/18/2019	12/18/2019	